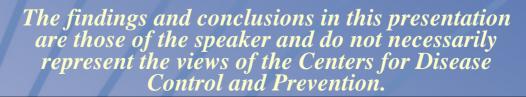
Partnership Evaluation: Methods and Madness

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Kinds of evaluation

- Process vs. Outcome
- Qualitative vs. Quantitative



Keeping the end product in mind

- Who is your audience?
- What do you need to get out of the evaluation?
- Will you want to publish the results?
 - ◆ If so, where? How?



Reasons for evaluating

- To find out what's going to happen (hypothesis refinement)
- To test an existing hypothesis
- To determine whether proven methods are being used properly



The ideal evaluation...

...depends on your audience and your purpose for evaluating!



The ideal evaluation - Research

- Quantitative
- Controls
- Randomized
- Baseline, pre- and post- data



Researchers - Why have the ideal evaluation?

- to prove worth to scientificallyoriented grant provider
- to prove cost-effectiveness in business model



The ideal evaluation - Utilitarian

- issues-centric
- results are applicable to real-world problems
- often qualitative



Utilitarians – Why have the ideal evaluation?

- want to pull at heartstrings,
 persuade with real-life examples
- focus on things that numbers can't tell, more details



The ideal evaluation - the happy medium

 Satisfies both research and utilitarian needs



The state of the literature

- Some resources are available, particularly for process improvements
 - ♦ Granner & Sharpe, 2003
 - ★ http://prevention.sph.sc.edu/tools/ CoalitionEvalInvent.pdf
- We still have a very long way to go



Evaluation Troubleshooting

Common issues, and how to resolve them



The monsters in the closet - Lurking Variables

 As ice cream sales rise, so does the rate of drownings. Therefore, eating ice cream causes drowning.

In our world, the biggest issue is teasing out what part of outcome is due specifically to the partnership, versus due to environment/intervention!

The monsters in the closet - Resources

- We are often plagued with a lack of staff, funding, and knowledge
- Use what you already know collaboration is key!
 - Local colleges & universities
 - Cooperative extensions



The monsters in the closet - Metrics

- How does one measure an abstract concept?
- How can we "compare apples to oranges"?



The monsters in the closet – Sampling

- Convenience samples
- Representative vs. Random sampling



The monsters in the closet - Bias

- Self-fulfilling prophecy
- Instruments leading questions?
- Objective numbers and subjective interpretation



Ending on a happy note

- Evaluating can be scary...
 ...BUT it is also a growth opportunity for a partnership.
- Problems are surmountable.
- We strive for perfection...
 - ...and though nothing is perfect, we exceed our wildest expectations in the process.

You can do it!

